

**AMENDMENTS TO THE CLAIMS:**

The listing of claims will replace all prior versions, and listings, of claims in the application:

---

1. (Canceled)

2. (Canceled)

3. (Currently Amended) ~~The method of claim 2, wherein A~~  
method of printing with a rotary printing press having a  
plurality of printing cylinders that are adapted to be adjusted  
on and off from a running web, wherein a length of a printed  
image is larger than a peripheral length of a largest one of the  
printing cylinders, the method comprising the steps of:

subdividing the printed image into elements, the printed  
image comprising a number of subsequent panels, said panels  
having at least one element that is different from panel to  
panel, and wherein these elements are printed with a plurality of  
printing cylinders, and the printed image has an element that is  
identically repeated for each panel,

printing these elements with different printing cylinders,  
said step of printing including the step of printing at least one  
of said elements with each printing cylinder, and said step of  
printing includes the step of printing this element with a  
separate printing cylinder which remains constantly in an "on"  
position, and

periodically shifting one of said printing cylinders off

from the web, each time for at least a duration of one turn of the printing cylinder, said step of periodically shifting including the step of timing "on" and "off" adjustment movements of the printing cylinders such that each printing cylinder leaves those panels empty for which the elements are printed with another one of the printing cylinders.

4. (Canceled)

B  
(continued)

5. (Currently Amended) ~~The method of claim 1:~~ A method of printing with a rotary printing press having a plurality of printing cylinders that are adapted to be adjusted on and off from a running web, wherein a length of a printed image is larger than a peripheral length of a largest one of the printing cylinders, the method comprising the steps of:

subdividing the printed image into elements,

printing these elements with different printing cylinders,  
wherein the step of printing includes the step of printing elements having a length of less than a peripheral length of the printing cylinder, as measured in a feed direction of the web, with a single printing cylinder,

periodically shifting one of said printing cylinders off from the web, each time for at least a duration of one turn of the printing cylinder, and

~~further comprising the step of timing "on" adjustments of this single printing cylinder such that the element printed~~

thereby is inserted into the printed image in a predetermined position and such that the element printed by the single printing cylinder overlaps at least two of the elements printed with different printing cylinders.

B1  
(continued)  
6. (Currently Amended) The method of claim 4 5:

wherein the step of printing includes the step of printing elements having a length of less than a peripheral length of the printing cylinder, as measured in a feed direction of the web, with a single printing cylinder, and

further comprising the step steps of:

timing "on" adjustments of this single printing cylinder such that the element printed thereby is inserted into the printed image in a predetermined position, and

adjusting a plurality of printing cylinders "on" and "off" at timings that are offset in such a manner that an "on" adjustment of one printing cylinder occurs at a same longitudinal register as an "off" adjustment of another printing cylinder, so that the elements printed by these printing cylinders are in registry and form, in combination, an integral pattern.

7. (Currently Amended) A rotary printing press comprising:

a plurality of printing cylinders supported individually for sliding movement,

a feeding device for feeding a web to be printed,

a shift mechanism for adjusting the printing cylinders individually on and off from said web such that the shift mechanism exerts large displacements during an operation of a cylinder exchange and smaller displacements during periodic shifting operations, the shift mechanism including:

a servomotor, and

a displacement sensor, and

a control unit adapted to control the shift mechanism for at least one of said plurality of cylinders such that this cylinder is periodically adjusted on and off from the web during the printing operation.

8. (Previously presented) The printing press of claim 7, wherein said shift mechanism is adapted to shift said at least one printing cylinder, that is adjusted on and off periodically, between an "on" position and an "off" position within a length of time that is substantially smaller than a rotation period of said printing cylinder.

9. (Previously presented) The printing press of claim 7, wherein a distance between said "on" position and said "off" position of said at least one printing cylinder is less than 1 mm.

10. (Previously presented) The printing press of claim 8, wherein a distance between said "on" position and said "off"

position of said at least one printing cylinder is less than 1 mm.

B1  
(concluded)  
11. (Previously presented) The printing press of claim 7, wherein said at least one printing cylinder that is periodically adjustable, has an axle and a drive motor arranged on said axle.

12. (Previously presented) The printing press of claim 10, wherein said at least one printing cylinder that is periodically adjustable, has an axle and a drive motor arranged on said axle.

---